

IN THE CLAIMS

(1) Please rewrite Claim 5 as follows:

B1 1 5. (Amended) A display system comprising:  
2 an electronic billboard having an electronic display;  
3 an information handling system coupled to the electronic display and operable for  
4 controlling what is displayed on the electronic display;  
5 an open network coupled to the information handling system; and  
6 a computer remotely located relative to the information handling system and coupled to  
7 the information handling system via the open network, the computer operable for receiving input  
8 for sending information over the open network to the information handling system for display on  
9 the electronic display of the electronic billboard.

(2) Please rewrite Claim 6 as follows:

1 6. (Amended) A display system comprising:  
2 an electronic billboard having an electronic display;  
3 an information handling system coupled to the electronic display and operable for  
4 controlling what is displayed on the electronic display;  
5 the Internet coupled to the information handling system; and  
6 a computer remotely located relative to the information handling system and coupled to  
7 the information handling system via the Internet, the computer operable for receiving input for  
8 sending information over the Internet to the information handling system for display on the  
9 electronic display of the electronic billboard.

(3) Please cancel Claims 8-13.

(4) Please add new claims 42-54 as follows:

- 1 42. A digital presentation system comprising:
- 2 a. a Scheduling Server itself comprising of:
- 3 i. computer processor means for processing data,
- 4 ii. storage means for storing data on a storage medium,
- 5 iii. data transceiver means;
- 6 b. at least one individual workstation itself comprising of:
- 7 i. computer processor means for processing data,
- 8 ii. graphical interface for campaign planning, execution and follow-up,
- 9 iii. storage means for storing data on a storage medium,
- 10 iv. media encoding/transcoding means,
- 11 v. transceiver means;
- 12 c. at least one visual display sub-system comprising of:
- 13 i. at least one visual display screen,
- 14 ii. a display controller connected to said visual display screen comprising:
- 15 (1) computer processor means for processing data,
- 16 (2) storage means for storing data on a storage medium,
- 17 (3) means for decoding and presenting multimedia content on one or
- 18 more of said display screens,
- 19 iii. data transceiver means;
- 20 d. a first data communication network connecting said Scheduling Server and said
- 21 individual workstation(s) through their respective transceiver means;
- 22 f. a second data communication network connecting said Scheduling Server and said
- 23 visual display sub-system(s) through their respective transceiver means;
- 24 g. first means for processing data to determine the availability of air time periods on
- 25 each said visual display sub-system;

- 26 h. second means for processing data to select and reserve available air time period on  
27 each said visual display sub-system;  
28 i. third means for processing data to associate one or more multimedia content to be  
29 displayed to each said reserved air time period;  
30 j. first means for transmitting said multimedia content to the corresponding visual  
31 display sub-system; and  
32 k. second means displaying said multimedia content on the corresponding display  
33 screen during the corresponding time period.

1 43. The digital presentation system as claimed in claim 42 wherein said first data  
2 transmission network is a high bandwidth network.

1 44. A digital presentation system as claimed in claim 42 wherein said Scheduling  
2 Server storage means includes a database containing data records relating to each  
3 said display screen, including data relating to:  
4 a. its geographical location,  
5 b. available air time periods,  
6 c. demographic data,  
7 d. traffic patterns.

1 45. A method for the display of multimedia content on one or more display screens  
2 which are themselves connected to one or more display controllers to a scheduling  
3 server via a data communication network comprising the following steps:  
4 a. selecting the multimedia content to be displayed;  
5 b. storing said content on the scheduling server;

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- 6 c. selecting one of said display screens on which the content is to be  
7 displayed;  
8 d. storing such display screen selection on said scheduling server;  
9 e. selecting a time interval during which said content is to be displayed on  
10 said display screen;  
11 f. storing said time interval selection on said scheduling server;  
12 g. transmitting said stored content and said stored time interval selection to  
13 the display controller connected to said selected display screen;  
14 h. displaying the selected content on the selected display screen during the  
15 selected time interval.
- 1 46. A method for offering advertising information in a wireless display board system,  
2 comprising the steps of,  
3 requesting an advertisement service to a wireless advertising information provider  
4 through a network by a user;  
5 transmitting the wireless advertising information to an output unit from the  
6 advertising information provider in response to the service requesting;  
7 loading nearby advertising information on the output unit by means of an  
8 operating device at a place near the output unit; and  
9 transmitting one of the wireless advertising information and the nearby  
10 advertising information which are displayed on the output unit into the advertising  
11 information provider.

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- 1 47. The method of claim 46, further comprising the steps of:  
2 transmitting a counted data relevant to a displaying time of the advertising  
3 information into the advertising information provider through a mobile  
4 communication site; and  
5 accounting a charge for using the advertising information on the basis of the  
6 displaying time.
- 1 48. The method of claim 47, wherein the step of transmitting the counted data of the  
2 displaying time comprises the steps of:  
3 storing the wireless advertising information and the nearby advertising  
4 information in a storage unit; and  
5 transmitting the stored advertising information to the advertising information  
6 provider through a network.
- 1 49. The method of claim 46, wherein the step of transmitting the wireless advertising  
2 information comprises:  
3 transmitting the wireless advertising information to a mobile communication site  
4 through a wired network; and  
5 transmitting the wireless advertising information to the output unit and displaying  
6 the wireless advertising information on the output unit.
- 1 50. The method of claim 49, wherein the step of displaying the wireless advertising  
2 information comprises the steps of:  
3 receiving the wireless advertising information supplied from a server into a  
4 receiver of the output unit; and

5 storing the wireless advertising information in a storage unit of the output unit and  
6 displaying the wireless advertising information on a display unit of the output unit  
7 in accordance with a control operation of an output controller of the output unit.

- 1 51. The method of claim 48, further comprising the steps of:  
2 inputting information into the database, the information being relevant to the  
3 advertising service and conditions of a place where the output unit is fixed;  
4 selecting information corresponding to a user's demand in the database; and  
5 transmitting the selected information to the output unit through a wireless  
6 communication network and displaying the selected information on the output  
7 unit.
- 1 52. The method of claim 46, further comprising the step of providing supplemental  
2 information to the output unit from a supplemental information provider, the  
3 supplemental information provider being connected to the advertising information  
4 provider.
- 1 53. A wireless display board system comprising:  
2 an output unit for displaying information including advertising messages; and  
3 an advertising information provider for transmitting the information to the output  
4 unit in response to a request for an advertisement service from a user and for  
5 receiving the information displayed on the output unit.
- 1 54. The wireless display board system of claim 53, wherein the output unit comprises:  
2 a receiver for receiving the information provided from the advertising information  
3 provider;